

PARTICIPATION INFORMATION

1. Retail Sales are forbidden on June 21-22, 2007. Retail sales will only be permitted on June 23-24, 2007, when this event is open to the public by paid admission (NT\$300 per ticket).
2. All manufacturers, distributors, traders, and organizations dealing in the above featuring items are eligible to participate as exhibitors.
3. The organizer reserves the right to determine the exhibition eligibility of the participants as well as the products to be on display, and also reserves the right to determine the number and location of booth(s) for each exhibitor.
4. Booths will be assigned firstly in accordance with the number of booth(s) applied for, and then according to date of application and payment received on a first-come, first-served basis.
5. If exhibition booth demand exceeds the booths available, the organizer reserves the right to reduce the number and size of booths and to change the exhibition venue and date of the show or to cancel the show without any liability or responsibility for compensation or indemnification to exhibitors.
6. If booth demand exceeds supply, due to limited space, new exhibitors, or companies who did not participate in the USA Pavilion in the Food Taipei 2006 event or late applicants cannot be guaranteed booths.
7. The organizer will not sponsor exhibitor visa applications, and can not be held liable in case of visa difficulties.
8. Four exhibitor badges will be offered for each booth. Each extra badge beyond the above will cost NT\$300.



APPLICATION

1. Deadline for Application

Application form must reach the organizer (TWTC) before **February 15, 2007** by eithermail, fax, or via the Internet.

2. Filing Application

(1) By Post

Please complete and return the application form to the organizer:
TWTC Exhibition Department
P.O. Box 109-555, Taipei 11011, Taiwan, R.O.C. or
Exhibition Section 1, TWTC Exhibition Department, Room 2A13, 5 Hsin-yi Rd., Sec. 5, Taipei 11011, Taiwan.

Please specify "Food Taipei 2007 - USA Pavilion" on the envelope.

(2) By Fax

Please fax the application form to:
TWTC Exhibition Dept.
Ms. Heather Chen
Fax: +886-2-2725-1959

(3) On-line Application

On-line application is available from November 27, 2006. Please register at our website:
<http://www.USApavilion.com.tw> to complete the on-line application form.

★ For Application Form, please turn to inside back cover. (P.18)

BOOTH SPACE RENTAL

Booth Rates(per booth)	Features
Standard Furnished Booth (Size: 3m x3m) US\$2,900	Includes basic furnishing: ▲partition wall - 1 set ▲full carpet - 1 set ▲fascia board with company name - 1 pc ▲reception desk -1 pc ▲round table - 1 pc ▲folding chair - 2 pcs ▲wall shelf - 3 pcs ▲spotlight - 5 pcs ▲electrical outlet (110V) - 1 pc ▲wastebasket - 1 pc ▲daily booth cleaning, vacuuming, and garbage collection
Raw Space (must use more than 12 booth) US\$2,100	No facilities included (except for daily booth cleaning); exhibitor must have contractor prepare decoration and design.
Half Booth US\$1,800	2 exhibitors share one booth with no partition walls in between; basic furnishing included

★NOTE:

1. Exhibitors must pay the organizer (TWTC) directly for any additional equipment or booth furnishings they request.
2. TWTC will provide USA Pavilion exhibitors with one-way shipping of 50 pounds of product samples (including customs clearance) from the official USA Pavilion freight forwarder's warehouse in Los Angeles, U.S. to the booth. Exhibitors must pay for tariff and extra fee derived from additional quantities shipped exceeding 50 pounds.

BOOTH ALLOCATION

Space allocation priorities are based on:

1. Number of booth(s) requested.
2. Date of application & payment (on a first-come, first-served basis).
3. Drawings are used to determine priority for those with the same status.

PAYMENT SCHEDULE

1. A US\$500 down payment per booth (including half booths) together with a copy of remittance receipt for down payment, the company profile or 2 copies of the product catalogues and booth application form should be sent to the organizer (TWTC) before **Feb. 15, 2007** (Down payment will be refunded if no exhibition space is available when your application is received).
2. After booth allocation, the organizer will notify applicants of their booth number, booth location, and balance due.
3. Application will not be processed without full payment, due on **March 31, 2007**. Fees are payable only in US dollars or the corresponding rate in New Taiwan dollars (NT\$). All payment should be made by

telegraphic transfer to the "Taiwan External Trade Development Council", Account Number **085-007000016** at the Bank of Taiwan, Taipei World Trade Center Branch, Swift ID: BKTWTWTP085. **Please state clearly that the telegraphic transfer is for the 2007 USA Pavilion at the Taipei International Food Show.** All banking charges, if any, are to be borne by the applicant.

4. In case of cancellation, down payment and space rental fees already paid will not be refunded under any circumstances.

EXHIBITION MANUAL

Upon acceptance of application, each exhibitor will receive an Exhibition Manual which provides detailed information and procedures on electricity, shipping instructions, the travel agent, forwarding & handling agent, booth decoration and fees for booth facilities.

PUBLICITY AND PROMOTION

An active publicity campaign for Food Taipei 2007 will be in progress to ensure optimum media coverage targets thousands of poten-

tial quality visitors.

1. Advertising & Publicity

An intensive series of advertisements will be placed in local and overseas trade publications and magazines. Press releases will be circulated before the show.

2. Direct Mail

More than 50,000 domestic and overseas prospective buyers, including key manufacturers, traders, distributors, and government organizations, will receive information and invitations to the show.

3. Official Directory

The organizer of the USA Pavilion (TWTC) will publish an official USA Pavilion Directory, containing details on all exhibitors, including company profile and contact information.

4. Online Networking

Exhibit profiles of all exhibitors will be posted on the website at

www.USApavilion.com.tw. Visitors can use it to search exhibitors' information and other related show information. The exhibition will also be listed on the USDA Foreign Agricultural Service (FAS) website, including the 2007/2008 FAS Trade Show Calendar.

FOR FURTHER INFORMATION, PLEASE CONTACT

Ms. Heather Chen
Show Manager, USA Pavilion
Exhibition Section 1
TWTC Exhibition Department
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Fax: +886-2-2725-1959
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TAITRA's overseas branch offices are also at your service.
Check your closest contact at:
http://www.taiwantrade.com.tw/tpt/overseas/index_en.htm

